

University Information

Org/College: Office of the Provost	Department: Admissions
UI Job Code: PMP3	Pay Level: 4A
Job Function: Marketing, Comm & Outreach	Job Family: Communication/Constituent Relations
University Classification: Communications Specialist	

Department Information

Org/Dept/Sub-dept #: 02-4260-00000
Position #: 00148803
Working Title (if applicable): Manager or Assistant Director, Admissions Communications & Marketing <i>Working title and salary based on qualifications of incumbent at time of hire.</i>
This Position Reports to (Title/Position #): Director, Communications & Marketing, Admissions
Administrative Supervision? Yes
Position Overview: The Manager of Communications & Marketing for Admissions is a key member of the marketing and communications team within the Office of Admissions at the University of Iowa, and will help to create, manage, and implement a robust, flexible, communications and marketing plan geared primarily at prospective and admitted students. Strong written and verbal communications skills, attention to detail as well as experience at editing and proofreading content are required. The person in this role will be a collaborator and a team player, working closely with the Enrollment Management leadership team.

Position Information

Key Areas of Responsibility

Message Development and Implementation (PMP3)

Propose and implement communication strategies and develop content that best conveys key messages. Ensure integration of content across different media. Perform editing, accuracy review and fact checking. Establish baselines and goals for determining the effectiveness of communication plans or channels.

- Create content for email, print, web, and digital marketing materials to prospective and admitted students.
- Maintain and update all prospective and admitted student materials for the Office of Admissions.

Public Relations (PMP3)

Know stakeholders and target audiences. Create media relations plan and facilitate relationships with media relations personnel.

- Serve as liaison with the University's Strategic Communications Office to help create admission recruitment publications.
- Seek input from key stakeholders regarding ease of navigation and clarity of messages on department websites, print, and electronic communications.

Information Management (PMP3)

Oversee and decide what information to collect and how to maintain/utilize. Determine what components of database are used for specific communications or audiences.

- Using the department's CRM, send targeted email messages to designed populations within the, prospect, inquiry, and admitted student pools.
- Maintain the communication cycle calendar for general marketing, event invites, and admissions procedural communications.
- Oversee data entry of prospect/applicant contact information to maintain data accuracy and integrity.
- Generate reports as requested by the Director related to effectiveness of various communication and marketing initiatives.
- Using a CRM and mass email tool, develop and implement multi-channel communication strategies aimed at prospective students, inquiries, and applicants.
- Track and maintain communications and student data to within the CRM system including permissions, campaigns, landing pages, events, queries, data extracts, and reports; Build and maintains engagement experiences using the CRM system in support of academic, departmental, and University initiatives.

Strategic Planning (PMP3)

Assist in the development and implementation of communication strategies, plans and solutions for a project, program, department, or college/unit.

- Assist the Director of Communications & Marketing with marketing communication directed to prospects, inquiries, applicants, and admitted students. Assist in developing and maintaining a comprehensive communication plan for these audiences.
- Help in the creation of communication and marketing plans (print and electronic) that provide the correct messaging/timing to prospective and admitted students.

Financial Responsibility (PMP3)

May initiate and approve routine fiscal transactions. Assist in budget development for specific areas and provide projections and recommendations. Select bids, choose vendors, and evaluate program effectiveness.

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Leadership/Supervision (PMP3)

Provide direction, assignments, and management of staff or student workers.

- Supervises professional staff and student staff in the unit, including providing direction and delegation of work, performance reviews and professional development coaching.

Universal Competencies and Proficiency Levels

Diversity, Equity and Inclusion

Proficiency Level: Working

Ability to work with a variety of individuals and groups in a constructive and respectful manner while appreciating the unique contribution of an inclusive workforce that brings together the talents of people across multiple identities, including: race, creed, color, religion, national origins, age, sex, pregnancy, disability, veteran or military status, sexual orientation, gender identity, or associational preferences.

- Maintains productive work relationships while considering multiple perspectives.
- Demonstrates awareness of one's own and others' social identities (e.g. race, gender, disability status, religion, etc.) and their relevance in the workplace.
- Resolves cross-cultural conflicts effectively.
- Articulates the unit's commitment to diversity, equity and inclusion and the reasons for its importance.
- Engages in personal and professional development on issues related to diversity, equity and inclusion.

Collaboration/Positive Impact

Proficiency Level: Working

Ability to work with a variety of individuals and groups in a constructive and civil manner and utilize existing resources and learning to achieve or exceed desired outcomes of current and future organizational goals/needs.

- Shares appropriate information/feedback openly, professionally and respectfully.
- Models open, respectful, accepting, and supportive behaviors with team members.
- Maintains productive work relationships while considering multiple perspectives and using effective conflict resolution practices.
- Aligns expectations for self and team to achieve work objectives and overcome obstacles.

Service Excellence/Customer Focus

Proficiency Level: Working

Ability to meet or exceed customer service needs and expectations and provide excellent service in a direct or indirect manner. Ability to effectively transmit and interpret information through appropriate communication with internal and external customers.

- Enhances service by seeking ways to add value to customer interactions/services.
- Demonstrates sincere concern and takes responsibility when a customer complains, even if the cause of the problem lies elsewhere.
- Listens to feedback without defensiveness and uses it to enhance communication effectiveness.
- Communicates in alternative ways to accommodate different listeners.

*As part of performing the key areas of responsibility and competencies described above, staff members are expected to meet reasonable standards of work quality and quantity, as well as expectations for attendance established by their supervisor. Staff members are also expected to comply with policies governing employee responsibilities and conduct, including those contained in the [University Operations Manual](#)

Position Technical Competencies and Proficiency Levels

Relationship Management

Proficiency Level: Extensive

Ability to establish and build healthy working relationships and partnerships with colleagues within and external to own unit, those to whom services are provided, vendors, the public, regulatory/governmental agencies, etc., all of whom may be seen as "customers" or receivers of services provided by the University.

- Maintains productive, long-term relationships with "customers."
- Conducts periodic reviews of work effort, progress, issues, and successes.
- Creates opportunities to educate teams on "customer" priorities.
- Participates in defining the terms of the services provided in a collaborative relationship.
- Communicates to "customers" regarding expectations of all parties.
- Empowers others to establish collaborative, healthy relationships.

Organizational Communications

Proficiency Level: Extensive

Knowledge of and ability to utilize the means, tools, techniques, and media to communicate information about the organization internally and externally.

- Works with various types of organizational communications functions.
- Designs and develops communications events and campaigns.
- Organizes executive briefings.
- Discusses the major benefits and drawbacks of different types of communications.
- Aligns appropriate media and communication tools to the intended audience.

Planning: Tactical, Strategic

Proficiency Level: Working

Ability to contribute to operational (short term), tactical (1-2 years) and strategic (3-5 years) planning in support of the overall business plan.

- Contributes to short-term operational plans.
- Monitors progress of work against plan as required to meet objectives.
- Reports variances and makes agreed-upon corrections.
- Under guidance, develops tactical plan for own direct responsibility.
- Anticipates and adapts to plan changes.

Public Relations

Proficiency Level: Extensive

Knowledge of organizational practices and considerations for communicating in the public arena, from the community to global public relations (PR); the ability to communicate to various forms of media outlets effectively and establish favorable public relations.

- Supervises others for a variety of public relations communications and events.
- Advises on how to differentiate between public versus confidential information.
- Evaluates team for PR ethics (deadlines, cooperation, responsiveness, truth and perception) and ensures they follow guidelines.
- Seeks out and facilitates organizational opportunities aimed at improving community relations.
- Monitors regional or national level public relations activities.
- Analyzes the pros and cons of alternative forums for developing an organizational image.

Communicating for Effective Relationships

Proficiency Level: Extensive

Competency general description. (Below – typical proficiency level behaviors)

- Communicates effectively with diverse audiences, using appropriate media and language; ensures important messages are clearly understood.
- Coaches others on methods to improve their own communication.
- Establishes and maintains productive working relationships within and outside of own area.
- Seeks out what's common in conflicting points of view to address and resolve issues.
- Resolves potentially harmful differences between individuals and groups of people.
- Establishes and maintains credibility and is able to influence individuals inside and outside own group and earns their respect.

Creativity

Proficiency Level: Working

Knowledge of the approaches, tools, and techniques for promoting creative, original thinking and ability to apply it to a variety of business situations.

- Exhibits interest in new ideas and experimentation.
- Shares ideas and is open to other opinions and views.
- Explores possibilities and their viability.
- Analyzes own assignments and work environment for creative changes.
- Contributes to and encourages new ideas; builds on suggestions of others.

Strategic Thinking

Proficiency Level: Working

Applies organizational acumen to identify and maintain focus on key success factors for the organization.

- Implements the group's go-to-market strategy.
- Makes sound recommendations when faced with complex and contradictory alternatives.
- Surfaces potential strategic alliances and partnerships.
- Explains elements of the strategy to others and encourages questions.
- Monitors marketplace trends, opportunities, and vulnerabilities.

Team Management and Team Building

Proficiency Level: Working

Ability to form and manage effective teams.

- Leads a team of people assembled to complete a specific project or task.
- Facilitates discussion of team goals, roles, needs, and responsibilities.
- Leads team meetings to review progress and performance, ensuring follow-up on previous decisions.
- Recognizes the contribution of each and every team member publicly.
- Participates in defining the ground rules for individual and team responsibilities.

Written Communications

Proficiency Level: Extensive

Knowledge of written communications issues and ability to produce a variety of business documents that demonstrate command of language, clarity of thought, and orderliness of presentation.

- Produces written materials in business- and industry-specific technical language.
- Ensures that written message is understood as intended.
- Adapts writing -- language, form, style, tone -- to different audiences.
- Uses various techniques for information dissemination and information gathering.
- Advises others on incorporating tables, charts, and diagrams into documents.
- Reviews the written materials of others and provides feedback and coaching.

Web Publishing Tools

Proficiency Level: Working

Knowledge of tools and techniques for developing web-based dissemination of information.

- Works with developing and presenting information for the Web.
- Uses basic features and facilities of a specific standard web editor.
- Explains document structures, layouts and hyperlinking of websites.
- Works with animation and other web page design enhancement features.
- Develops necessary links, uploads and access to enable full functionality of web pages.

Position Qualifications

Education or Equivalency Required

- A Bachelor's degree in marketing, communications, journalism or a related field or an equivalent combination of education and experience is required.

Experience Required

- At least 2 years working in communications, marketing, or related field.

Competencies Required

Demonstrates a [Working proficiency level](#) in:

- Developing content for websites and working within web content management systems (CMS).
- Working with and leading creative teams.
- Supervising staff, including performance evaluations and professional development.

Demonstrates an [Extensive proficiency level](#) in:

- Writing copy for email and direct mail marketing campaigns.
- Written and oral communications skills and relationship management.
- Working with data, building, and segmenting populations for marketing campaigns.
- Working with customer (or student) relationship management (CRM) systems.
- Working with targeted campaigns using bulk email systems.

Desirable Qualifications

- Experience with admissions processes and/or student recruitment
- Basic familiarity with relational database concepts
- Experience with media creation, video, graphics, design.
- Experience with digital advertising, tracking and analytics.
- Demonstrates an extensive proficiency in leading teams, employing techniques and best practices to evoke and enhance employee engagement.